

# Even Sweeter Still...



*Lisa Fact Book*

We get loads of questions every day about the Lisa. We hear all kinds of stories about the computer as well. Some are true and some are not.

We've prepared this booklet based on those questions and stories. We've also included comments we have received from our customers on how the Lisa performs for them.

If your questions are not fully answered, please call and ask. We love to talk about the Lisa Professional!

*Bob Cook*

*President*

*Sun Remarketing*

# Q.

# A.

**What is a Lisa?**

Those who have been close to Apple products over the past 4 or 5 years will already know the answer, but to those who haven't, the Lisa was quite a revolutionary computer. It was Apple's first serious effort at building a computer aimed solely at the business market. It was not a cheap computer by any means. It listed for around \$10,000 when first introduced!

The use of the mouse, windows, and pull down menus was quite different from anything else on the market and gave birth to the Macintosh revolution. It made the computer very friendly and easy to use. Because there was no need to memorize codes, pathnames and such, one could go months not running a program and within minutes be proficient in its use.

**What happened to it?**

The Lisa was the victim of politics and economics. With the advent of the portable, robot-manufactured Macintosh, the handmade desktop-sized Lisa became too costly to produce and was dropped from the Apple line.

# In Comparison...



## Macintosh 512K

Model shown includes 512K RAM, 400K floppy drive.



## Lisa Professional

Model shown includes 1Mb RAM, 400K floppy drive, Sun 20Mb internal hard disk.

*The Lisa Professional is a larger machine than the Macintosh 512K. The screen is larger, the footprint is larger and there is room enough for an internal hard disk. Although it is larger, it has compact features. The keyboard tucks neatly under the front of the computer and it requires no tools to service the main modular parts such as; CPU, I/O and memory boards as well as easy removal of the drive assembly. It even comes with an easy-to-clean glare shield on the screen!*

# Q.

**What's the difference between the Lisa and the Macintosh/XL?**

# A.

When the Lisa was first introduced in January of 1983, it contained 1 Megabyte (Mb) of RAM, a 5Mb external ProFile hard disk and the Lisa operating system. In January 1984, Apple released the Macintosh and the Lisa 2 with a 3 1/2 inch drive (similar to the Mac). A year later Apple renamed the Lisa 2/10 (with a 10 Mb internal hard disk) the Macintosh XL. This came with a Macintosh emulation program called MacWorks.

The Lisa and Mac XL differ in the type and number of ports. The Lisa has two serial ports and one parallel port for a ProFile Hard Disk (besides the three parallel expansion slots). The Mac/XL also has two serial ports. There is no need for the parallel port found on the Lisa because the external ProFile was replaced by a built-in hard drive.

**What is MacWorks?**

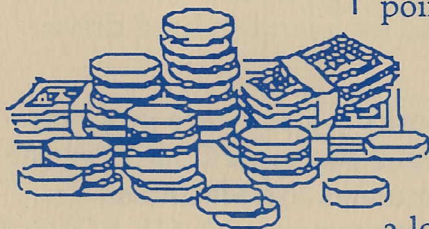
MacWorks is a software program developed by Apple Computer, Inc. that emulates the Macintosh operating system with 64K ROMs. It allows you to run popular Mac software on your Lisa or Mac/XL. The current version number is 3.0.

# A Firm Accounting

"Accounting on the Lisa is a snap, at a fraction of the price of a Mac and hard disk."

Keeping track of sales, invoices, payables, receivables, payroll and such can be a real bother, and trying to teach a new bookkeeping system to someone can become an even greater bother.

The Lisa can run many of the now-popular accounting programs on the market for the Macintosh. With the Macintosh way of interfacing the user to the computer, commands are just a point and click of the mouse away.



And, no matter what size numbers you work with, the larger Lisa screen gives you a lot more computer for your money. Now that's watching your bottom line!

# Q.

# A.

**How compatible is MacWorks with Mac software?**

Most of the Macintosh software available from major developers will work very well under MacWorks. There are situations, however, where certain software applications will not run on the Lisa. This usually occurs, however, only when the developer does not closely follow Apple's Macintosh Toolbox development guidelines. Better than 90% of Mac business software that we have tested has worked on the Lisa.

There are also problems when the program makes calls to Apple's new 128K ROMs found in the Mac Plus and SE. Sun is currently developing an upgrade to correct this problem.

**I've heard there are problems with games and music programs.**

Most of the incompatibility problems we come across are in these two areas. The Lisa does not have a sound chip, and when the software looks for that chip, and does not find it, the program doesn't know what to do unless the developer has made provisions as outlined in Apple's development guidelines.

# Become a Desktop Publisher

"Newsletters,  
flyers, brochures,  
even complete  
books...I don't  
know what I'd do  
without my Lisa  
and laser printer!"



Just try and keep up with the high demands of today's business communications revolution. You're competing with so many printed items, all trying to be noticed above the other. The Macintosh started a desktop publishing revolution and the Lisa, under MacWorks, can help you enter that revolution at a cost that is revolutionary in and of itself.

Popular programs like PageMaker (with an optional screen modification kit), Ready, Set, Go!, Ragtime, SuperPaint, MacDraw, MacPaint and many other similar programs run on the Lisa under Macworks, and will have you on your way to new graphic heights.

# Q.

# A.

**What screen differences are there between the Mac and the Lisa?**

The first and most obvious difference is in the size. The Lisa screen is a 12-inch screen as opposed to the Macintosh's 9 inches. The Lisa has a tremendous advantage when working with and viewing wider pages, larger artwork, and more columns on a spreadsheet.

The pixels on the Lisa screen are rectangular in shape and the Mac's are square. This lends itself to a more oblong image on the Lisa and poses a problem only when visually working with intricate and precise shapes. It can, however, be easily corrected with a Screen Modification Kit. This will work well under MacWorks but not with the Lisa Office System. A ROM Switcher is available that will allow you to go from one mode to the other if needed. Both are optional items.

**What is the memory capacity?**

At this time the maximum RAM (Random Access Memory) for the Lisa is 2 Mb. It is available in increments of 512K. The standard configuration on most of our bundles is 1 Mb, which is more than adequate under most circumstances.

# Increase Your Potential

The Macintosh gives you a screen only



K

se

ial

y this wide...  
→

The Lisa Professional gives you this much more graphic, page, spreadsheet, data field, letter, business form, outline, scientific formula, drawing, catalog sheet, sales flyer, chart, graph, information, illustration, record, report, invoice, sales history, inventory list, drawing, map, tax return, organizational chart, analysis, balance sheet, cash flow summary, newsletter, flowchart, payroll information, dental chart, picture, worksheet, calculation, proposal, expense report, floor plan, etc.!

# And Now... Graphically Speaking

"More...more...more!

Like in the commercial, when I need graphics I want more, and when I want more I turn to my Lisa."

There is no greater reason to run Macintosh software than graphics, according to some. And, the Lisa, under MacWorks, can give you more...more...more!

The Lisa can give you more RAM for less money, more hard disk storage for less money and a full 12" diagonal screen so you can view more of your graphic creation compared to a regular Macintosh.

You can draw, paint, shade, rotate, duplicate, curve, group, and edit patterns to your heart's content and still come out ahead.



# Q.

# A.

**What about floppy and hard disk drives?**

The Lisa uses the same Sony 3 1/2 inch 400K floppy drive as the Macintosh 512K computer. At this time the new 800K drive or SCSI port is not available on the Lisa. There is no provision for a second floppy as the Lisa was made to exist with an hard drive; therefore, there is no real need for the additional floppy drive.

There are several hard drive options available to the Lisa user. A ProFile hard disk (or several) can be run from the parallel port on the Lisa or an optional parallel expansion card on the Mac/XL. The original 10Mb internal drive (Widget) is available on the XL only. The new Sun 20 internal hard disk is available for either. Along with HFS (Hierarchial File System), the Sun 20 (developed by Sun Remarketing) removes the size limitation of hard disk storage previously endured by Lisa owners.

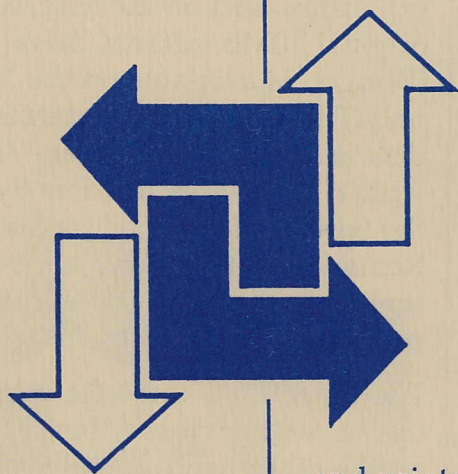
**I've heard about those expansion slots. What are they for?**

The Macintosh, until the release of the SE, was a "closed" box. The Lisa, on the other hand, has always had three optional expansion slots for use with a multitude of printers or the use of additional ProFile hard disks. Each parallel card sports two separate connectors for a possible total of six connected devices.

# The Net Worth of Networking

"Boy, did the Lisa  
save my budget  
when we decided to  
network our  
present system."

Why spend so much more  
money on a Macintosh or  
Macintosh Plus to act as a file  
server in your network when the  
Lisa will do the same job for so  
much less!



For that fact, why  
spend more for  
terminals than you  
need to when the Lisa  
will work just as well  
as almost any other  
Mac? AppleTalk,  
TOPS, MacServe are  
just a few tried and  
proven ways to  
connect your office  
and share information

and printers, etc. And, with our  
new HFS installed on a Sun 20  
Hard Drive, you can even hook up  
to the new Apple Share network.

# Q.

# A.

**How about maintenance?**

This is a fun question to answer. With the Macintosh you need special tools and knowledge to open up the case and poke around. The Lisa needs only two fingers to replace any one of 6 major components. Just take the front cover off using two fingers, undo the knurled nut on the drive cage, slide the cage out, and disconnect the cables. Then reverse those steps with your replacement and you're done. You've just replaced your floppy and hard drive system. Replacing the power supply and circuit boards are just as simple!

The Lisa even has a built-in diagnostics routine that is run upon boot. It will stop and indicate which part hurts. You simply pull out that part and replace it. As simple as changing a light bulb!

**Is the keyboard the same as the Mac's?**

The Lisa keyboard is not the same as the Mac 512K's. The Lisa's keyboard is a one-piece unit that contains a built-in numeric keypad to the right of the alpha-numeric. It also tucks neatly out of the way when not in use under the screen and disk drive assembly.

# And the Word was Processed

"I thought the Mac was easy to use as a word processor, but the Lisa gives me even more of a good thing."

Probably one of the most demanding jobs for a computer is that of word processing. But, simplicity is the Macintosh's middle name and the word processing programs available now turn a demanding job into a pleasure.



Under MacWorks you can use most of the word processing programs available for the Mac on your Lisa and save. You can add graphics to your work. And, with the Lisa, you'll see more of your letter or proposal or memo or manuscript or brief or... whatever than you can on a regular Macintosh screen. That's the way to take a good thing one step further!

# Q.

# A.

**Can the Lisa hook into the AppleTalk network?**

Not only will the Lisa, under MacWorks, hook into the AppleTalk network, but there is no better or more economical machine to act as a server on this or many other networks available for the Macintosh. With HFS installed on the new Sun 20, even the latest AppleShare network can best be served by a Lisa! The Lisa also works well under MacServe and Tops.

**What kinds of printers work with the Lisa?**

Where there is a driver there is a way. Without any fuss, the Apple ImageWriter line of printers works well with the Lisa and they complement the graphics and fonts that can be displayed on the screen. Also, the new Panasonic 1080AP is a good companion and ImageWriter-compatible. Other printers can be used, including many parallel printers, by installing a compatible driver available from several companies serving the Mac world.

Of course, for best quality and to take advantage of the powerful PostScript page description language, the Apple LaserWriter or the QMS PS-800 are excellent choices. Also, such output devices as the Linotronic 100 and 300 can be successfully accessed by the Lisa.

---

## Sun Remarketing

P.O. Box 4059  
Logan, Utah 84321

Toll Free Order Line  
1-800-821-3221  
Questions/Service  
801-752-7631

*Apple, the Apple Logo, the Lisa Logo, Lisa, Macintosh, HFS, MacWorks, Macintosh XL and ProFile  
are registered trademarks of Apple Computer, Inc.*